

# PinkLink launches online breast risk assessment tool

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Set to revolutionise breast cancer awareness and education PinkLink, a breast cancer advocacy organisation is launching the 5 minutes to LIVE initiative.

Started by PinkLink founder Samantha Galliet, the interactive online Breast Risk Assessment Tool (BRA Tool) was launched on 13th May 2008 as a first in South Africa to quickly estimate a woman's potential risk levels of invasive breast cancer.

BRA Tool was designed by health professionals to assist in identifying a women's possible risk of Breast Cancer. "There is an accepted method globally that is used to assess breast cancer risk and the 5 minutes to LIVE test is based on this," says Galliet.

Initially designed as a fund raising mechanism for PinkLink, the test is now available for general public use after Canderel® sponsored funds to the organisation. "Breast cancer is something that can potentially effect all women and the Canderel team thought that this would be a proactive extension of the consummate work that PinkLink already does, making it available to everyone for a limited time frame," says Jason Frichol Group Brand Strategist (Fore Good Investments) & Head of Marketing (MeriBrands).

The test consists of 6 questions which take just a few minutes to complete and the results are calculated in seconds. The questions are based on the most important risk factors for breast cancer. It will help you to gain a good understanding of your level of risk for breast cancer compared to another woman of your age group.

It is important to remember that the results of this calculator are not a guarantee of your risk levels, and that all women are at risk for breast cancer, no matter what their risk category. Galliet says, "The test will not tell you if you have breast cancer, what it will do is tell you if you are at possible risk of developing breast cancer. The only way you can be sure if you have breast cancer is by visiting a doctor who is experienced in dealing with breast cancer diagnosis."

According to the National Breast Cancer Foundation, when breast cancer is found early, the five year survival rate is 96%. As a survivor of breast cancer herself, Galliet saw the need for women to understand the importance of early detection. "I wanted to raise more awareness around breast cancer and to encourage women to regularly self examine themselves and to receive regular testing," says Galliet.

"When I was diagnosed with breast cancer I often asked myself why and what were the risk factors involved. Breast cancer is one of the most curable cancers if caught early. With breast cancer being informed directly translates into saving your own life. Most women are unaware of the risk factors for breast cancer and we hope to change that," adds Galliet.

"Canderel is proud to be funding a campaign which is helping women to detect the risk of breast cancer. At the core, the BRA Tool's biggest benefit in my mind is making the issues - patient's rights, risk factors and misconceptions of breast cancer top of mind," says Frichol.

"By taking the 5 minutes to LIVE test I hope that women will be more responsible for their own breast health," says Galliet. "By this I mean if there is a change in their breasts they will seek immediate medical attention and not put off their regular check ups."

To take the test and know your risk levels go to [www.canderel.co.za/pinklink](http://www.canderel.co.za/pinklink). In addition, you can also contribute to the PinkLink cause by volunteering your services and assistance in the following areas admin and office support, project organisation and support and research support.

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